

Message Text

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PAGE 01 STOCKH 00848 021430Z
ACTION EUR-12

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TO USDOC WASHDC
INFO SECSTATE WASHDC 3168

UNCLAS STOCKHOLM 0848

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: ADS REQUEST - DON EMILIO PERFUMERS LTD

REF: COMMERCE CD-144, DATED JANUARY 11, 1978

1. NONE OF THE FIRMS THAT WE HAVE CONTACTED ON BEHALF OF DON EMILIO PERFUMERS HAVE EXPRESSED INTEREST IN BECOMING THE COMPANY'S DISTRIBUTOR IN SWEDEN. A COUPLE OF COMPANIES MENTIONED THAT THEY WOULD HAVE LIKED SAMPLES OF THE DIFFERENT FRAGRANCES. THIS WAS NOT, HOWEVER, THEIR REASON FOR DECLINING THE OFFER. THEY ALL BELIEVE THAT BECAUSE OF THE CURRENT RECESSION IN SWEDEN, THERE IS NO MARKET FOR DON EMILIO'S EXCLUSIVE AND HIGH-PRICED PRODUCTS. SWEDISH COMPANIES IN THIS FIELD ARE SOMEWHAT RELUCTANT TO TAKE ON TOTALLY NEW AND UNKNOWN BRANDS, BUT WILL MARKET THE NEW FRAGRANCES OF THE FIRMS THEY ALREADY REPRESENT. IT IS NOTEWORTHY THAT THERE IS A 50 PERCENT LUXURY TAX ON PERFUMES AND COLOGNES IN ADDITION TO REGULAR CUSTOMS DUTIES. DON EMILIO'S FRAGRANCES WOULD THEREFORE RETAIL IN THE SAME PRICE RANGE AS THE MOST WELL-KNOWN AND EXPENSIVE BRANDS SOLD IN SWEDEN.

2. WE HAVE NEVERTHELESS FORWARDED DESCRIPTIVE MATERIAL TO THE COSMETIC, TOILETRY AND HOUSEHOLD PRODUCTS
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ASSOCIATION, WHICH WILL PUBLICIZE THIS INQUIRY IN THE NEWSLETTER THE ASSOCIATION DISTRIBUTES AMONG THEIR MEMBERS. THE ADDRESS TO THE ASSOCIATION IS:
MS. INGER HOFF
KTF
BOX 1542
S-111 85 STOCKHOLM, SWEDEN

3. WE SUGGEST THAT DON EMILIO PERFUMERS LTD. CONTACT
THE ASSOCIATION LATER THIS SPRING TO LEARN IF ANY
MEMBERS HAVE EXPRESSED INTEREST.
KENNEDY-MINOTT

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Message Attributes

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